- education will be the next target in an age of increasing public outrage—and what PR pros can do about it" (Institutional Relations). October 1998,
- Jaschik, Scott (interviewed by Kristen Simpson), "What Are We Doing Wrong? Affirmative action, college costs, campus crime, and the rankings: A top editor at The Chronicle of Higher Education tells how campuses can build credibility with the media on these touchy topics" (Institutional Relations, Public Affairs). July/August 1998, p. 34.

Keiger, Dale, "Let's Get Fictional: An award-winning writer reveals ways to make your feature stories more engaging" (Periodicals). February 1998, p. 44.

Kelly, Kathleen S., "Learning the ROPES: A new theory weaves together the many strands of fundraising activity" (Fund Raising). June 1998, p. 26.

Kennedy, Marilyn Moats, "X Marks the Spot: Ideas for targeting your alumni association to careerdriven, cash-strapped recent graduates" (Alumni Administration). June 1998, p. 16.

Kilcup, Jodi, "The Element of Surprise: How marching bands, Nerf balls, and water pistols can wake up alumni volunteers" (Alumni Administration).

April 1998, p. 26.

Koral, Mimi, "Political Performance: If you want campus support from legislators, alumni volunteers are instrumental to your success. Here's how to fine-tune your advocacy efforts" (Alumni Administration, Government Relations). January 1998,

"Tactics for Two-Year Campuses: Three ways to build a legislative network when you lack strong alumni support" (Alumni Administration, Government Relations). January 1998, p. 52.

Kraus, Ronald J., "The Changing Face of Corporate Giving: Although businesses are looking harder at the effects of their gifts, you can still make the case for both unrestricted and restricted support" (Fund Raising). February 1998, p. 10.

Lane, Neal F., "Speak Up, Speak Out, and Speak English: A leading scientist tells why campuses must trumpet the news about research in higher education" (Institutional Relations). February

1998, p. 30.

Larson, Angela Kay, and Mucciolo, Tom, "All the Right Moves: Guarantee rave reviews for your next presentation: Get out from behind the lectern and try some new steps" (Institutional Relations). April 1998, p. 12.

, "Fashion Statement: Don't skimp on style when you're up on stage" (Institutional Relations).

April 1998, p. 56.

Lauer, Larry D., "Break Down the Barricades: Six objections to integrated marketing and how you can address them" (Institutional Relations, Student Recruitment). January 1998, p. 15.

, "Need Visibility? Get Integrated: Campus communicators are natural leaders for integrated marketing programs. Here's why-and how to pull it off" (Institutional Relations, Student Recruitment). January 1998, p. 12.

Lawlor, John, "Brand Identity: Is your campus getting lost in the crowd? To stand out, try a corporate technique called branding" (Institutional Relations, Student Recruitment). October 1998, p. 16.

Leftwich, Kathy, "Having Double Trouble? If your matching gifts are down, use these ideas to find potential matches, spread the word, and get the gifts" (Fund Raising). February 1998, p. 24.

, "Psst! Want a Match? Be wary of questionable

- matching gift practices" (Fund Raising). February 1998, p. 64.
- Lewenstein, Bruce (interviewed by Kristen Simpson), "Good Chemistry: Thanks to Bruce Lewenstein's workshops, scientists and PIOs actually learn to like one another" (Institutional Relations). February 1998, p. 34.
- MacMillan, John, and Fischer, Karin, "Class Notes That Sing: Do your notes drone on like a broken record? Here's how to jazz them up so they deserve their status as the best-read part of your magazine" (Periodicals). May 1998, p. 46.
- Malloy, Daryl, "Entering the High-Tech Page: Can you afford to put your alumni magazine online? Three editors reveal cost-effective moves for leaping into cyberspace" (Periodicals). July/August 1998, p. 14.

McCarty, Jack R., "New Kid on the Block? Advice for the inexperienced development officer" (Fund Raising, Management). October 1998, p. 72.

Mucciolo, Tom, and Larson, Angela Kay, "All the Right Moves: Guarantee rave reviews for your next presentation: Get out from behind the lectern and try some new steps" (Institutional Relations). April

"Fashion Statement: Don't skimp on style when you're up on stage" (Institutional Relations).

April 1998, p. 56.

Nuza, Jessica, "A Powerful Network: Student advancement programs are another valuable way to prepare your future alumni. Here's how they made a difference in 1997-98" (Alumni Administration). June 1998, p. 12.

Orr, Pam, "Illustrious Possibilities: How to use artwork to set your recruitment publication apart from the crowd" (Publications). November/December 1998, p. 40.

Paterson, Jim, "Working With Illustrators: Establishing effective editor-illustrator relationships is an art in itself" (Publications). November/December 1998, p. 44.

Pollack, Rachel H., "Dealing with Dilemmas: What to do if your class notes are too many, too few, or too controversial" (Periodicals). May 1998, p. 49.

"Divide and Conquer: Get more from your annual fund by targeting your appeals to special groups" (Fund Raising). May 1998, p. 12.

, "Finding the Perfect Fit: Use these 15 questions to determine the advertising program that's just right for your magazine" (Periodicals). July/August 1998, p. 26.

"Give & Take: Create a mutually beneficial relationship to bring corporate support to your campus" (Fund Raising). February 1998, p. 16.

, "Hold the Phone: Use higher asks, better fulfillment, and motivated callers to bring in more telemarketing dollars" (Fund Raising). May 1998,

, "Perplexed by Postal Regulations? A quick look at the restrictions and requirements of two common alumni magazine mail classifications" (Periodicals). July/August 1998, p. 32.

"Thanks for the Memories: A dozen one-of-akind ways institutions reflect campus traditions when recognizing donors" (Fund Raising). September 1998, p. 24.

Pritchard Jr., Harmon O., "Murphy's Law of Computer Presentations: Five tips for avoiding technology mishaps" (Institutional Relations). April 1998,

Reitan, Cheryl, "Get Audited: A critical examination of your print publications can lead to cost savings

and a more cohesive institutional identity" (Institutional Relations, Publications, Student Recruitment). November/December 1998, p. 34.

Ryan, Ellen, "Climate Control: Prepare your development operation for whatever economic uncertainty might blow your way" (Fund Raising). November/December 1998, p. 10.

Saltonstall, Stewart, and Carter, Lindy Keane, "Groups Dynamic: Despite their differences, your development committee volunteers can work as a team for solid fund-raising results" (Fund Raising). January 1998, p. 34.

Sevier, Robert, "Mind Over Market: To win the battle for students, try a strategy called competitive positioning" (Institutional Relations, Student Recruitment). May 1998, p. 40.

, "Research: The First Frontier: Integrated marketing programs are based on knowledge of your audience. Use this market research guide to get it" (Institutional Relations, Student Recruitment). January 1998, p. 20.

Simpson, Christopher, "The Day We Closed the News Bureau: How Indiana University survived the switch from promotions-oriented PR to integrated marketing" (Institutional Relations, Student Recruitment). January 1998, p. 26.

Simpson, Kristen (interviews Scott Jaschik), "What Are We Doing Wrong? Affirmative action, college costs, campus crime, and the rankings: A top editor at The Chronicle of Higher Education tells how campuses can build credibility with the media on these touchy topics" (Institutional Relations, Public Affairs). July/August 1998, p. 34.

(interviews Bruce Lewenstein), "Good Chemistry: Thanks to Bruce Lewenstein's workshops, scientists and PIOs actually learn to like one another" (Institutional Relations). February 1998, p. 34.

Stephens, Maura, "Avoiding Technical Difficulties: Dealing with copyright, translating text, and scanning art from print to the Web-without the headache" (Periodicals). July/August 1998, p. 17.

Stoner, Michael, "Coming Up Next: If you manage your alumni office Web site, watch for these trends: more valuable features, more outside expertise, and more evaluation" (Alumni Administration, Management). March 1998, p. 10.

Sweet, Cheryl A., "Welcome to the Club: Boost your alumni membership program with telemarketing, targeted appeals, top benefits, and more" (Alumni Administration). July/August 1998, p. 40.

Szabo, Joan, "The Perils of Philanthropy: A questionable gift can undermine your entire operation. Use ethics training to help your staff identify and address potential problems before they occur" (Fund Raising, Management). January 1998, p. 40.

Tarver, Jerry, "What Do They Expect? When presenting to smaller groups, you want them to take action. Here's how to give them the information THEY need to get the results YOU want" (Institutional Relations). April 1998, p. 8.

Taylor, Amy Jo, "Big Things From Small Packages: How to motivate student callers in tight places on a tight budget" (Fund Raising). May 1998, p. 64.

Taylor, John H., "Your Noncash Gift Questions Answered: Troubled by stock gifts, auctions, or gifts in kind? Here's a handy Q-and-A guide to some of the most common problems of gift credit, value, and acknowledgment" (Fund Raising). July/August 1998, p. 46.

Taylor, Karla, "Battling the Smiley-Face Boxer Shorts: How to win the fight for attention in a tabloid world—and solve four other problems that keep campus communicators awake at night" (Institutional Relations). March 1998, p. 42.

""A Declaration of Independence: Why the Stanford Alumni Association decided to merge with Stanford University" (Alumni Administration). November/December 1998, p. 60.

Thomas, Susan Decker, "Do You Hear What I Hear?

Prospects will indicate when they're open to the idea of planned gifts. Here's how to recognize their cues and respond appropriately" (Fund Raising).

March 1998, p. 36.

Vassallo, Philip, "Playing Their Song: Is your alumni office out of tune with today's students? Here's how to get them on your hit parade before commencement" (Alumni Administration). June 1998, p. 10.

Webb, Wendy, "More Than Words Can Say: You've written a great speech—don't let a dull delivery mask its impact. Use these basic computer presentation tools to liven things up" (Institutional Relations). April 1998, p. 20.

Weerts, David J., "Back on Track: If your alumni board members are spinning their wheels, these seven strategies can get them moving again" (Alumni Administration). October 1998, p. 35.

## **Alumni Administration**

- "At What Price Fun? How alumni associations cover their reunion costs—and control alumni complaints" (In Advance item) (reunions). October 1998, p. 9.
- "Back on Track: If your alumni board members are spinning their wheels, these seven strategies can get them moving again" (alumni boards, volunteers). David J. Weerts, October 1998, p. 35.
- "Blurring the Lines: Why do we focus on the differences between fund raising and alumni relations?" (alumni/development cooperation). Mike Guarino, July/August 1998, p. 72.
- "Breaking Tradition: If you work on a branch or commuter campus, your alumni are anything but typical. Use these ideas to develop services and events that are just right for nontraditional audiences" (alumni activities, nontraditional alumni). Laura Christion Jackson, November/December 1998, p.
- "Call in the Experts: If you don't have time to manage an alumni Web site, a commercial vendor can offer assistance—and even royalties. But make sure these services are right for you before you strike a deal" (computers, Internet communications). Karen C. Blansfield, March 1998, p. 16.
- "Coming Up Next: If you manage your alumni office Web site, watch for these trends: more valuable features, more outside expertise, and more evaluation" (computers, Internet communications, management). Michael Stoner, March 1998, p. 10.
- "A Declaration of Independence: Why the Stanford Alumni Association decided to merge with Stanford University" (independent alumni associations). Karla Taylor, November/December 1998, p. 60.
- "The Element of Surprise: How marching bands, Nerf balls, and water pistols can wake up alumni volunteers" (alumni activities, volunteers). Jodi Kilcup, April 1998, p. 26.
- "Help Wanted: More than anything else, young alumni are seeking career advice. Show you're qualified to meet their needs by offering these four services" (career counseling, young alumni). Linda Conklin, June 1998, p. 22.
- "Hire When Ready: 10 questions to ask when interviewing prospective alumni staffers" (In Advance

- item) (staffing). June 1998, p. 9.
- "Hooray for Hollywood! How to reach out to superstar alumni" (In Advance item) (celebrity alumni). March 1998, p. 7.
- "Inside Information: What do your young alumni want? Recent graduates involved with the alumni profession reveal five strategies you can use to improve services" (young alumni). Laura Christion Jackson, June 1998, p. 18.
- "Inspiring Ideas: 10 more fun ways to motivate and honor alumni volunteers" (alumni activities, volunteers). Laura Christion Jackson, April 1998, p. 28.
- "Keeping Up With the Younger Crowd: Trying to connect with your recent graduates? Consider this sampling of successful ideas for finding, involving, and motivating new alumni" (alumni activities, young alumni). Laura Christion Jackson, June 1998, p. 20.
- "Looking Both Ways: As longtime alumni director Lee Harlan adjusts to retirement, he uses lessons from the past to offer advice for the future" (alumni/development cooperation, professional development). Steve Barth, September 1998, p. 20.
- "Miracle Workers: A campus CEO tells how campus advancement officers can complete today's tasks and prepare for the future" (future trends). Gerald Brouder, September 1998, p. 56.
- "Model Examples: It's the eternal question: Should your alumni chapters be volunteer- or staff-driven? The best answer may be in between" (alumni clubs and chapters, volunteers). Julie D. Goodlick, May 1998, p. 34.
- "New Tools for the Trade: Still using outdated tactics to plan special events? Five high-tech strategies can help with everything from room arrangements to guest lists" (computers, homecomings, reunions, special events). April Harris, February 1998, p. 38.
- Pinching Pennies Over Postal Rates: How upcoming increases will affect your alumni mailings" (In Advance item) (postal/mailing). September 1998, p. 7.
- "Playing Their Song: Is your alumni office out of tune with today's students? Here's how to get them on your hit parade before commencement" (students). Philip Vassallo, June 1998, p. 10.
- "Political Performance: If you want campus support from legislators, alumni volunteers are instrumental to your success. Here's how to fine-tune your advocacy efforts" (government relations, volunteers). Mimi Koral, January 1998, p. 46.
- "Pour Choices: Alumni associations can take action to combat student binge drinking" (In Advance item) (students). February 1998, p. 8.
- "A Powerful Network: Student advancement programs are another valuable way to prepare your future alumni. Here's how they made a difference in 1997–98" (student alumni associations, students). Jessica Nuza, June 1998, p. 12.
- "Proceed With Caution: Societal trends like cocooning and clanning may hinder your ability to reach alumni. Use these four maneuvers to steer clear of trouble" (alumni actitivies, future trends). Kathy Bickel, September 1998, p. 8.
- "Safe Under the Law: A new law protects your alumni volunteers from legal liability" (In Advance item) (legal issues, volunteers). January 1998, p. 9.
- "Showcase of Sites: For creative ways to spruce up your online offerings, take a look around these four alumni Web pages" (computers, Internet communications). Laura Christion Jackson, March 1998, p. 22.
- "Speaking of Money: Sponsoring personal finance seminars can benefit your alumni—and your cam-

- pus" (alumni activities, alumni continuing education). Melinda Burdette, January 1998, p. 72.
- "Tactics for Two-Year Campuses: Three ways to build a legislative network when you lack strong alumni support" (government relations, two-year institutions). Mimi Koral, January 1998, p. 52.
- "Technology vs. Reality: The real deal on eight common misconceptions about hardware and software" (In Advance item) (computers). February 1998, p. 9.
- "Welcome to the Club: Boost your alumni membership program with telemarketing, targeted appeals, top benefits, and more" (alumni dues, direct mail, marketing, phonathons). Cheryl A. Sweet, July/August 1998, p. 40.
- "What Works on the Web? A study reveals what former students may really think of your alumni association's online offerings" (In Advance item) (computers, Internet communications). May 1998, p. 9.
- "What's That Up Ahead? Alumni directors predict trends and challenges that will affect the alumni profession" (alumni activities, alumni/development cooperation, future trends, president's role). Laura Christion Jackson, September 1998, p. 14.
- "When Bigger Isn't Better: Lessons on building a small but powerful legislative advocacy group" (In Advance item) (government relations, volunteers). November/December 1998, p. 8.
- "Who's in Charge? As the alumni director, you have more power than you think. Use these ideas to encourage more teamwork among your alumni board members, staff, and volunteers" (alumni boards, volunteers). Debra Beck, October 1998, p. 30.
- "X Marks the Spot: Ideas for targeting your alumni association to career-driven, cash-strapped recent graduates" (young alumni). Marilyn Moats Kennedy, June 1998, p. 16.

# **Fund Raising**

- "12 Ways to Blow the Ask: Review this list before your next gift becomes 'the one that got away' " (donor solicitation, major gifts). Jennifer Sachs Dahnert, November/December 1998, p. 16.
- "The Accidental Fund Raiser: Maddie Levitt, winner of CASE's 1998 alumni volunteer award, tells what it takes to keep former students involved" (In Advance item) (major gifts, donor cultivation, volunteers). July/August 1998, p. 8.
- "Big Things From Small Packages: How to motivate student callers in tight places on a tight budget" (annual fund, phonathons). Amy Jo Taylor, May 1998, p. 64.
- "Blurring the Lines: Why do we focus on the differences between fund raising and alumni relations?" (alumni/development cooperation). Mike Guarino, July/August 1998, p. 72.
- "The Changing Face of Corporate Giving: Although businesses are looking harder at the effects of their gifts, you can still make the case for both unrestricted and restricted support" (corporate support, fund-raising climate). Ronald J. Kraus, February 1998, p. 10.
- "Climate Control: Prepare your development operation for whatever economic uncertainty might blow your way" (fund-raising climate, donor motivation, major gifts). Ellen Ryan, November/December 1998, p. 10.
- "Divide and Conquer: Get more from your annual fund by targeting your appeals to special groups" (annual fund, reunion giving, parents programs, faculty involvement, students). Rachel H. Pollack, May 1998, p. 12.

- "Do You Hear What I Hear? Prospects will indicate when they're open to the idea of planned gifts. Here's how to recognize their cues and respond appropriately" (planned giving). Susan Decker Thomas, March 1998, p. 36.
- "Finding Funds for Fellowships: How campuses identify prospects and make the case for graduate program support" (graduate alumni, professional schools, research findings). Elliot Hirshman, July/August 1998, p. 54.
- "Finding the Needle in the Haystack: Use computer screening and database analysis to discover the hidden major-gift prospects among your alumni" (computers, prospect research). Steve Barth, June 1998, p. 32.
- "Get the Facts on Flexible Endowments: These agreements let donors make their gift of a lifetime today, when you need it most" (endowments). David R. Dunlop, March 1998, p. 28.
- "Give & Take: Create a mutually beneficial relationship to bring corporate support to your campus" (corporate support). Rachel H. Pollack, February 1998, p. 16.
- "Globetrotting for Gifts: How to identify, research, and solicit major gifts around the world without causing an international incident" (international fund raising, prospect research, major gifts). Steve Barth, April 1998, p. 32.
- "Groups Dynamic: Despite their differences, your development committee volunteers can work as a team for solid fund-raising results" (volunteers).
  Lindy Keane Carter and Stewart Saltonstall, January 1998, p. 34.
- "Having Double Trouble? If your matching gifts are down, use these ideas to find potential matches, spread the work, and get the gifts" (corporate support, matching gifts). Kathy Leftwich, February 1998, p. 24
- "Hold the Phone: Use higher asks, better fulfillment, and motivated callers to bring in more telemarketing dollars" (annual fund, phonathons). Rachel H. Pollack, May 1998, p. 28.
- "Is Direct Mail Dead? Although use may be waning, direct mail is still a viable fund-raising format. Here are 10 ways campuses are breathing new life into the medium" (direct mail). Jeff Hauk and Robert A. Burdenski, October 1998, p. 44.
- "Is There a Campaign on Your Horizon? Recent volunteer leaders offer seasoned advice to your prospective chairs" (In Advance item) (capital campaigns, volunteers). June 1998, p. 8.
- "Is Your Job on the Line? Seven signs for CDOs that it's time for a change" (In Advance item) (career development). May 1998, p. 9.
- "Learning the ROPES: A new theory weaves together the many strands of fund-raising activity" (donor cultivation, donor solicitation, evaluation, management, stewardship). Kathleen S. Kelly, June 1998, p. 26.
- "Making Movies, Moving Millions: Tips for creating a memorable campaign video" (In Advance item) (capital campaigns, video). March 1998, p. 7.
- "Mastering the Maze: A guide to the labyrinth of laws that regulate campus fund raisers" (direct mail, phonathons, legal issues, regulation of charitable solicitation). Rita A. Fuerst, October 1998, p. 38.
- "Miracle Workers: A campus CEO tells how campus advancement officers can complete today's tasks and prepare for the future" (future trends). Gerald Brouder, September 1998, p. 56.
- "New Kid on the Block? Advice for the inexperienced development officer" (professionalism). Jack R.

- McCarty, October 1998, p. 72.
- "New Tools for the Trade: Still using outdated tactics to plan special events? Five high-tech strategies can help with everything from room arrangements to guest lists" (computers, special events). April Harris, February 1998, p. 38.
- "Parting Glances: David Dunlop reflects on what he's learned in nearly 40 years of fund raising" (major gifts, donor cultivation). David Dunlop (excerpted interview), March 1998, p. 64.
- "The Perils of Philanthropy: A questionable gift can undermine your entire operation. Use ethics training to help your staff identify and address potential problems before they occur" (ethics, training). Joan Szabo, January 1998, p. 40.
- "Psst! Want a Match? Be wary of questionable matching gift practices" (corporate support, matching gifts, ethics). Kathy Leftwich, February 1998, p. 64
- "The Public Perspective: What CEOs at 40 public universities think about fund raising" (In Advance item) (president's role, research findings). April 1998, p. 6.
- "Pulling Gifts Into Your Web: More and more campuses are using their Web sites to cultivate, solicit, and steward gifts. So how's it working?" (computers, Internet communications, donor cultivation, donor solicitation, stewardship). Steve Barth, September 1998, p. 32.
- "Put Your Direct Mail to the Test: Try out new annual-fund strategies—one at a time—to increase your returns with less risk" (annual fund, direct mail). Rick Christ, May 1998, p. 20.
- "Saturday Night Fever? Telefundraising survey results indicate that midweek evenings are the most popular times to call" (In Advance item) (phonathons). October 1998, p. 8.
- "The Sermon on the Amount: Advice on soliciting a campaign lead gift" (In Advance item) (capital campaigns, donor solicitation). November/December 1993, p. 9.
- "Stop Looking for Bill Gates: Are celebrity billionaires obscuring the forest of wealth right in your own backyard?" (In Advance item) (donor cultivation, prospect research). July/August 1998, p. 9.
- "Technology vs. Reality: The real deal on eight common misconceptions about hardware and software" (In Advance item) (computers). February 1998, p. 9.
- "Thanks for the Memories: A dozen one-of-a-kind ways institutions reflect campus traditions when recognizing donors" (donor recognition, stewardship). Rachel H. Pollack, September 1998, p. 24.
- "Their Names in Lights: How to make the Web an integral part of your major gift stewardship strategy" (computers, Internet communications, major gifts, stewardship). Adam Corson-Finnerty and Laura Blanchard, September 1998, p. 35.
- "The Top 10 Direct Mail Myths" (annual fund, direct mail). Rick Christ, May 1998, p. 22.
- "What's Up? Giving to Education: Two reports show strong increases in education-related philanthropy" (In Advance item) (fund-raising climate, research findings). September 1998, p. 7.
- "World-Class Annual Funds: Here's how to take your appeal abroad to tap some of your best prospects" (annual fund, international fund raising). Robert G. Hummerstone, April 1998, p. 40.
- "You're Not Welcome: If loyal supporters unexpectedly turn you away, they may be suffering from donor burnout. Act quickly and you may be able to repair the damage" (donor cultivation, donor motivation,

- fund-raising climate). Young Dawkins, November/December 1998, p. 22.
- "Your Noncash Gift Questions Answered: Troubled by stock gifts, auctions, or gifts in kind? Here's a handy Q-and-A guide to some of the most common problems of gift credit, value, and acknowledgment" (advancement services, gifts of property, gift reporting, tax issues). John H. Taylor, July/ August 1998, p. 46.

## General

- "Development Dynamos: The 1998 winners of CASE's campus fund-raising awards" (CASE Circle of Excellence). October 1998, p. 58.
- "Shining Lights: Profiles of CASE's 1998 Circle of Excellence alumni relations and communications awards winners" (CASE Circle of Excellence). October 1998, p. 52.
- "The Toilet on the Bell Tower: Famous campus pranks—and the former students who committed them" (In Advance item) (humor). April 1998, p. 6.

## **Government Relations**

- "Political Performance: If you want campus support from legislators, alumni volunteers are instrumental to your success. Here's how to fine-tune your advocacy efforts" (alumni volunteers). Mimi Koral, January 1998, p. 46.
- "Straight to the Source: A former advancement protakes on Washington, DC" (In Advance item) (career development). March 1998, p. 6.
- "Tactics for Two-Year Campuses: Three ways to build a legislative network when you lack strong alumni support" (alumni, two-year institutions). Mimi Koral, January 1998, p. 52.
- "The View From Capitol Hill: A new book examines how the higher education community influences federal policy—and how it can do even better" (In Advance item) (federal relations). May 1998, p. 8.
- "When Bigger Isn't Better: Lessons on building a small but powerful legislative advocacy group" (In Advance item) (alumni, volunteers). November/December 1998, p. 8.

# **Institutional Relations**

- "All the Right Moves: Guarantee rave reviews for your next presentation: Get out from behind the lectern and try some new steps" (speeches). Angela Kay Larson and Tom Mucciolo, April 1998, p. 12.
- "Battle Cry of the Web Managers: 'So much work, so few resources,' you say? Quit whining and get creative about funding and staffing your online efforts" (computers, Internet communications, budgeting, staffing). Suzanne R. Cornforth, September 1998, p. 38.
- "Battling the Smiley-Face Boxer Shorts: How to win the fight for attention in a tabloid world—and solve four other problems that keep campus communicators awake at night" (management, marketing, media relations). Karla Taylor, March 1998, p. 42.
- "Beyond 'Wayne's World': Community access television can be a cheap, successful part of your campus PR plan" (In Advance item) (broadcast media, cable TV, television). September 1998, p. 6.
- "Brand Identity: Is your campus getting lost in the crowd? To stand out, try a corporate technique called branding" (institutional image, marketing). John Lawlor, October 1998, p. 16.
- "Break Down the Barricades: Six objections to integrated marketing and how you can address them" (marketing). Larry D. Lauer, January 1998, p. 15. "Bring in the Reporters: Eight ways to draw journal-

ists to your online press room—and keep them coming back for more" (In Advance item) (computers, Internet communications, media relations).

January 1998, p. 9.

"The Day We Closed the News Bureau: How Indiana University survived the switch from promotionsoriented PR to integrated marketing" (marketing, media relations). Christopher Simpson, January 1998, p. 26.

"Fashion Statement: Don't skimp on style when you're up on stage" (speeches). Angela Kay Larson and Tom Mucciolo, April 1998, p. 56.

"Flick or Flop? When Hollywood comes knocking, don't answer unless you've got a plan" (In Advance item) (special events, media relations). June 1998, p. 9.

"Get Audited: A critical examination of your print publications can lead to cost savings and a more cohesive institutional identity" (evaluation, institutional image). Cheryl Reitan, November/December 1998, p. 34.

"Good Chemistry: Thanks to Bruce Lewenstein's workshops, scientists and PIOs actually learn to like one another" (faculty involvement, research communications). Kristen Simpson (interviews Bruce Lewenstein), February 1998, p. 34.

"How to Write for Busy Readers: To save your publication from File 13, heed these 10 tips on revising for clarity and readability" (writing). Rudolf

Flesch, June 1998, p. 46.

"Just How Overloaded Are You? Take this quiz and figure out how bad your life really is" (computers, Internet communications). Dennis Eskow, June 1998, p. 56.

"Just the Facts: Campus PR pros must be active in assuring accurate reporting" (In Advance item) (media relations). April 1998, p. 7.

- "Mind Over Market: To win the battle for students, try a strategy called competitive positioning" (marketing, market research). Robert Sevier, May 1998, p. 40.
- "More Than Words Can Say: You've written a great speech—don't let a dull delivery mask its impact. Use these basic computer presentation tools to liven things up" (computers, speeches). Wendy Webb, April 1998, p. 20.

"Murphy's Law of Computer Presentations: Five tips for avoiding technology mishaps" (computers, speeches). Harmon O. Pritchard Jr., April 1998, p. 24.

"Need Visibility? Get Integrated: Campus communicators are natural leaders for integrated marketing programs. Here's why—and how to pull it off" (marketing). Larry D. Lauer, January 1998, p. 12.

"New Tools for the Trade: Still using outdated tactics to plan special events? Five high-tech strategies can help with everything from room arrangements to guest lists" (computers, special events). April Harris, February 1998, p. 38.

"Red-Hot Research: New and improved market research technologies are heating up on campus. Here's how you can use them to reach your key audiences—and keep their attention" (market research). Catherine B. Ahles, October 1998, p. 24.

"Research: The First Frontier: Integrated marketing programs are based on knowledge of your audience. Use this market research guide to get it" (market research). Robert Sevier, January 1998, p. 20.

"Rules of Netiquette: If you're sending press releases via e-mail, follow these five steps to virtuous virtual communication" (In Advance item) (computers, Internet communications, media relations, news releases). July/August 1998, p. 9.

"Save the News Bureaus! Integrated marketing may be all the rage, but it's not the solution for everyone. Here's why" (marketing, media relations). Larry Arbeiter, January 1998, p. 30.

"So Many Clips, So Little Time: Going electronic can save time, money, and paper cuts" (In Advance item) (computers, Internet communications, media relations). February 1998, p. 9.

"Spam-Proofing Electronic Lists" (In Advance item) (computers, Internet communications). October

"Speak Up, Speak Out, and Speak English: A leading scientist tells why campuses must trumpet the news about research in higher education" (research communications). Neal F. Lane, February 1998, p. 30.

"Taming Information Overload: E-mail, faxes, voice mail, pages, meetings ... for communicators, they're both a lifeline and a deathtrap. Follow these strategies to control the technology beast—and get some real work done" (computers, Internet communications). Dennis Eskow, June 1998, p. 40.

"The Unforgiving Era: Why higher education will be the next target in an age of increasing public outrage—and what PR pros can do about it" (future trends, issues management, public understanding). Patrick Jackson, October 1998, p. 12.

"What Are We Doing Wrong? Affirmative action, college costs, campus crime, and the rankings: A top editor at *The Chronicle of Higher Education* tells how campuses can build credibility with the media on these touchy topics" (college rankings, media relations). Kristen Simpson (interviews Scott Jaschik), July/August 1998, p. 34.

"What Do They Expect? When presenting to smaller groups, you want them to take action. Here's how to give them the information THEY need to get the results YOU need" (speeches). Jerry Tarver,

April 1998, p. 8.

"When Students Talk, the Media Listens: A CASE study finds that newspapers quote students almost twice as often as professors" (In Advance item) (media relations). November/December 1998, p. 8.

## **Management**

"Call in the Experts: If you don't have time to manage an alumni Web site, a commercial vendor can offer assistance—and even royalties. But make sure these services are right for you before you strike a deal" (computers, Internet communications). Karen C. Blansfield, March 1998, p. 16.

"Coming Up Next: If you manage your alumni office Web site, watch for these trends: more valuable features, more outside expertise, and more evaluation" (Internet communications, computers). Michael

Stoner, March 1998, p. 10.

"Hail to the Chief: A new book describes the making of the advancement president" (In Advance item) (presidents, career development, research findings). January 1998, p. 8.

"Hire When Ready: 10 questions to ask when interviewing prospective alumni staffers" (In Advance item) (staffing, hiring). June 1998, p. 9.

"Is Your Job on the Line? Seven signs for CDOs that it's time for a change" (In Advance item) (career development). May 1998, p. 9.

"Just How Overloaded Are You? Take this quiz and figure out how bad your life really is" (computers, Internet communications, personal development). Dennis Eskow, June 1998, p. 56.

"Miracle Workers: A campus CEO tells how campus advancement officers can complete today's tasks—

and prepare for the future" (future trends, presidents). Gerald Brouder, September 1998, p. 56.

"New Kid on the Block? Advice for the inexperienced development officer" (professionalism). Jack R. McCarty, October 1998, p. 72.

"The Perils of Philanthropy: A questionable gift can undermine your entire operation. Use ethics training to help your staff identify and address potential problems before they occur" (ethics, training). Joan Szabo, January 1998, p. 40.

"Straight to the Source: A former advancement pro takes on Washington, DC" (In Advance item) (career development). March 1998, p. 6.

"Taming Information Overload: E-mail, faxes, voice mail, pages, meetings ... for communicators, they're both a lifeline and a deathtrap. Follow these strategies to control the technology beast—and get some real work done" (computers, Internet communications). Dennis Eskow, June 1998, p. 40.

"Technology vs. Reality: The real deal on eight common misconceptions about hardware and software" (In Advance item) (computers). February 1998, p. 9.

#### **Periodicals**

"After Class Notes: Lessons learned by an expatriate alumni magazine editor" (editing, magazines). Jay Heinrichs, July/August 1998, p. 10.

"The Art of Seduction: How to woo writers who are better than your magazine deserves—and be a better editor than they deserve" (editing). Jim Collins, March 1998, p. 50.

"Avoiding Technical Difficulties: Dealing with copyright, translating text, and scanning art from print to the Web—without the headache" (magazines, Internet communications). Maura Stephens, July/August 1998, p. 17.

"Class Notes that Sing: Do your notes drone on like a broken record? Here's how to jazz them up so they deserve their status as the best-read part of your magazine" (class notes). John MacMillan and Karin Fischer, May 1998, p. 46.

"Dealing with Dilemmas: What to do if your class notes are too many, too few, or too controversial" (class notes). Rachel H. Pollack, May 1998, p. 49.

"Entering the High-Tech Page: Can you afford to put your alumni magazine online? Three editors reveal cost-effective moves for leaping into cyberspace" (cost cutting, magazines, Internet communications). Daryl Malloy, July/August 1998, p. 14.

"Finding the Perfect Fit: Use these 15 questions to determine the advertising program that's just right for your magazine" (advertising, magazines). Rachel H. Pollack, July/August 1998, p. 26.

"How to Write for Busy Readers: To save your publication from File 13, heed these 10 tips on revising for clarity and readability" (writing). Rudolf Flesch, June 1998, p. 46.

"Let's Get Fictional: An award-winning writer reveals ways to make your feature stories more engaging" (writing). Dale Keiger, February 1998, p. 44.

"Perplexed by Postal Regulations? A quick look at the restrictions and requirements of two common alumni magazine mail classifications" (advertising, postal/mailing). Rachel H. Pollack, July/August 1998, p. 32.

"Pinching Pennies Over Postal Rates: How upcoming increases will affect your alumni mailings" (In Advance item) (postal/mailing). September 1998, p. 7.

"Time Spent Editing" (In Advance item) (editing). January 1998, p. 9.

"With Limited Hands: Big ideas for small-shop editors on saving time and money—and your sanity" (cost cutting, design, magazines, small shop). Sandra Bate, July/August 1998, p. 20.

#### **Public Affairs**

"What Are We Doing Wrong? Affirmative action, college costs, campus crime, and the rankings: A top editor at *The Chronicle of Higher Education* tells how campuses can build credibility with the media on these touchy topics" (education issues). Kristen Simpson (interviews Scott Jaschik), July/August 1998, p. 34.

#### **Publications**

- "Get Audited: A critical examination of your print publications can lead to cost savings and a more cohesive institutional identity" (evaluation, graphic identity). Cheryl Reitan, November/December 1998. p. 34
- "How to Write for Busy Readers: To save your publication from File 13, heed these 10 tips on revising for clarity and readability" (writing). Rudolf Flesch, June 1998, p. 46.
- "Illustrious Possibilities: How to use artwork to set your recruitment publication apart from the crowd" (illustration, recruitment). Pam Orr, November/ December 1998, p. 40.
- "Pinching Pennies Over Postal Rates: How upcoming increases will affect your alumni mailings" (In Advance item) (postal/mailing). September 1998, p. 7.
- "Time Spent Editing" (In Advance item) (editing). January 1998, p. 9.
- "Working With Illustrators: Establishing effective editor-illustrator relationships is an art in itself" (illustration). Jim Paterson, November/December 1998, p. 44.

## **Student Recruitment**

- "Brand Identity: Is your campus getting lost in the crowd? To stand out, try a corporate technique called branding" (marketing). John Lawlor, October 1998, p. 16.
- "Break Down the Barricades: Six objections to integrated marketing and how you can address them" (marketing). Larry D. Lauer, January 1998, p. 15.
- "The Day We Closed the News Bureau: How Indiana University survived the switch from promotionsoriented PR to integrated marketing" (marketing, media relations). Christopher Simpson, January 1998, p. 26.
- "Get Audited: A critical examination of your print publications can lead to cost savings and a more cohesive institutional identity" (evaluation, recruitment communications). Cheryl Reitan, November/December 1998, p. 34.
- "Mind Over Market: To win the battle for students, try a strategy called competitive positioning" (marketing, market research). Robert Sevier, May 1998, p. 40.
- "Need Visibility? Get Integrated: Campus communicators are natural leaders for integrated marketing programs. Here's why—and how to pull it off" (marketing). Larry D. Lauer, January 1998, p. 12.
- "Red-Hot Research: New and improved market research technologies are heating up on campus. Here's how you can use them to reach your key audiences—and keep their attention" (market research). Catherine B. Ahles, October 1998, p. 24.
- "Research: The First Frontier: Integrated marketing programs are based on knowledge of your audience. Use this market research guide to get it" (market research). Robert Sevier, January 1998, p. 20.

- "Safe Under the Law: A new law protects your alumni volunteers from legal liability" (In Advance item) (volunteers). January 1998, p. 9.
- "Save the News Bureaus! Integrated marketing may be all the rage, but it's not the solution for everyone. Here's why" (marketing, media relations). Larry Arbeiter, January 1998, p. 30.

## **CURRENTS Online!**

Looking for a CURRENTS article dated from before 1998? Then check out the new 1975-1997 CURRENTS Index on the CASE Web site at www.case.org/CURRIndex/main.html.

Or if you'd prefer your own personal paper copy, you can purchase the 1975-1997 CURRENTS Index for your desk.

The Index is \$25 for members; \$30 for nonmembers. Ask for Item No. 22703 when you call CASE Books at (800) 554-8536 or fax (301) 206-9789.

# Building Capacity. Achieving Success.

Building the capacity of our clients to achieve success has been the hallmark of THE ALFORD GROUP since 1979. Success starts with THE ALFORD GROUP INC.



THE ALFORD GROUP

Voice . . . . . 800/291-8913

Fax...... 847/966-6782

Web Site . . . http://www.alford.com/alford

E-Mail . . . . info@alford.com

Chicago • Washington D.C. • Seattle • San Antonio

